

PLANNING A PROMOTIONAL MIX

Directions: In this activity, you will be working in small groups of 3-4 people to develop a promotional mix for a hypothetical company of your choosing. Your group will answer each of the questions below and type its report. The report should include each group member's name. You will have the entire class period to complete this activity.

1. Create a hypothetical company and provide a general description of each of the following:
 - a. Name of business
 - b. Type of business
 - c. Size of business
 - d. Location of business
 - e. Types of goods/services sold by the business
2. Describe the nature of the market the company serves:
 - a. Number of customers
 - b. Types of customers
 - c. Location of customers
 - d. Competition
3. Set your company's promotional goals or objectives – promote either the company's image or the sale of its goods and/or services.
4. Identify the forms of promotion to be used – advertising, personal selling, publicity, and/or sales promotion – and explain your reasons for selecting the method or combination of methods to be used.
5. Describe the specific activities your company will carry out for each of the forms of promotion chosen.
6. Submit the final group report for grading. Make sure to spell/grammar check your document.